SALEM Menthol Cigars

Objective: Reposition Salem with 21-29 year old trendsetters in NY

Repositioning: Unexpected Cool

Personality:
Unexpected
Imaginative
Sensory
Offbeat Humor
Cutting Edge

Strategy: Use product cues to bring repositioning to life. Product cues make the repositioning believable. Specific Cues include:

- Slide Box
- Green Cigarette
- Natural Menthol
- Menthol Cigars

Introducing a differentiated menthol cigar reinforces Salem's repositioning and sends an additional cue that Salem is for trendsetters and on the cutting edge.

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Source: https://www.industrydocuments.ucsf.edu/docs/tgvy0000

Salem Menthol Cigars
Product, Packaging and Merchandising Outline

Target: 21-29 year old trendsetters who are menthol and occasional menthol smokers
Note: Cigar connoisseurs are not the target

Product:
- Corona size (RJR-MacDonald's Tueros Product)
- Natural Menthol - 0.40% menthol level
- Indonesian Natural Wrapper
- filler from South America/ Caribbean/Italy

Packaging: Individual tubes/ Boxes of 25's/case of 20 boxes (500/case)
- Cues to reinforce quality:
    - individual tubes
    - understated font/design to reinforce quality
    - high quality embossed collar

- Green coloration on tube/collar to reinforce menthol
- Humidor fresh packaged
- Paper "Wood Grain" insert

Pricing: $4.00 SRP. This price is high enough to signal quality, but low enough to generate trial from and appeal to menthol smokers.

Merchandising: Merchandised as an attachment on the side of the System 3/APD. Temporary displays are under development with the following criteria:
- reinforce Salem repositioning
- reinforce quality product
- hold at least 10 tubes
- attach to system 3/APD as well as free standing option
- signage capacity (brief logo/copy)
- showcase cigar tube
- work on either side of display/work in nonself- serve
- small enough footprint to work on NY counters

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